

## About the Author



**G. B. Prabhat**

G. B. Prabhat's first novel, *Chains*, was published in 2000 to much critical acclaim. His series of short stories in *The Hindu* (India's most respected daily according to *TIME*) received an overwhelming reception from readers. His short stories have appeared also in *The Indian Express*, another leading Indian daily.

In 1995, he co-founded Satyam Renaissance Consulting Limited which went on to become the consulting unit of the Indian IT services giant, Satyam Computer Services Limited. In doing so, he established himself as a pioneer of the offshore consulting revolution. He lives with his family in Madras, India.

*Eimona* is Prabhat's second novel.

**ArcheBooks Publishing**  
www.archebooks.com

# EIMONA

**The world is flat.**

**And India unabashedly embraces western culture and capitalism.**

***Eimona*—“anomie” in reverse—is the tale of a future already happening to India.**

“Twenty-five years ago, acclaimed writers such as Salman Rushdie and Anita Desai presented the world with an India wrestling with the simultaneous formation and partition of its national and traditional identities. Today, G. B. Prabhat has provocatively expanded the purview of world literature with *Eimona*, a novel that depicts another psychic partition defining contemporary India. Between the nouveaux riches enraptured with the magic of the stock market and modern media, and those left behind by the new world economy, the reader glimpses a society all too willing to gate its communities and sell off its sense of history. Ultimately, *Eimona* is much more than an essential addition to Indian literature, as it illuminates a brave new world everyone must come to terms with. For we all come from *Eimona*.”

**Kevin Carollo**  
Professor of World Literature and Writing  
Minnesota State University Moorhead

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“*Eimona* is a chilling account of a future that is almost upon us: sophisticated technology and global finance altering the fabric of human relationships to create a world where each individual is alone in a virtual space and nature is irrelevant unless captured as a computer screen-saver. A timely fable which might make our high-achievers pause and think.”

**Meenakshi Mukherjee**  
India's leading literary critic and  
Sahitya Akademi Award winner

US \$26.99  
Canada \$34.95

UK £17.99

Eighty-four year old Subbu's world has gone topsy-turvy. The normal is now the abnormal, and the abnormal, the normal. With distant amusement and mischief, he watches the conflict between the Old India that is struggling to retain its essence, and the New India of stock options, freshly minted millionaires, prenuptial agreements and layoffs. His only interest in life is his eight year old great-granddaughter, Maya.

Overwhelming doubt characterizes the life of Bharat, Subbu's grandson—a successful investment manager, who becomes a millionaire, then watches his wealth catastrophically vanish.

Indu, Bharat's wife, is young, attractive, and filled with a certitude that contrasts her husband's uncertainty.

Maya, Bharat's daughter, does not understand why she has to chat online, play games on the Internet, and attend a multitude of classes from karate to dancing. A nature lover, she loves to play hopscotch with the children from the nearby fishermen settlement.

A tiny voice keeps urging Subbu to flee from the dystopian world of eerie loneliness, fear and disconnectedness.

Combining sharp observation with stylish satire, *Eimona* is the definitive story of this “electronified” generation.